

KTKB 101.9'S RADIO BREAKFAST EXTREME (RBX): THE RADIO SHOW THAT PROVIDES BOTH ENTERTAINMENT AND EDUCATION

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CASE DESCRIPTION

The primary subject matter of this case concerns radio broadcasting. Secondary issues examined include marketing and education. The case has a difficulty level of two, appropriate for sophomore level courses. The case is designed to be taught in three class hours and is expected to require six hours of outside preparation by students.

CASE SYNOPSIS

In a 2012 survey conducted by a leading market research firm in the Western Pacific region, KTKB 101.9 ("KTKB"), a Filipino broadcast station in Guam, ranked as the top most listened radio station during the weekdays from 6 AM to 10 AM with its Radio Breakfast eXtreme (RBX) morning show. KTKB somehow manages to capture the public's listening interests and preferences. KTKB has several challenges on its forefront. One of those challenges is how the radio station will sustain its supremacy on air for the weekday primetime slot and continually capture the listening public's interests. The other obstacle is how will KTKB thrive amongst the territory's other major broadcasting radio stations that may have more financial and political backing. This paper examines different aspects that KTKB can utilize to sustain its competitive edge as the top most listened weekday morning radio station on Guam.

A BRIEF HISTORY

KM Broadcasting of Guam, L.L.C. which is owned by Kevin Bae, a Chicago-based businessman, established the Filipino Radio Station KTKB 101.9 FM last June 9, 2003. Having been situated off-island, he hired Mr. Rolando Manuntag as the General Manager of the radio station. Mr. Manuntag initially established the station at the Boonsri Plaza Upper Tumon, Guam and later on moved to a better location at the Bank Pacific Building in the village of Dededo. Meanwhile, the radio tower is situated at Barrigada Heights.

Mr. Manuntag is considered a veteran in the radio industry back in the Philippines. His passion for music paved the way for him to jump on board as a radio personality under his moniker, Rolly M., playing old music as part of its radio programming. He held a weekday show entitled "Mornings with Rolly M", or simply called "The MRM Show", which ran for several years until he settled for a Saturday program, "Saturdays with Rolly M".

Several radio personalities joined the station which contributed to an interesting mix of music from different genre. The entertainment is extended to both local and Filipino listening

audience with its Crossover music and Original Pilipino Music (OPM), thus, giving birth to the brand, Megamixx. Soon after, numerous companies sought the services of KTKB for media advertising.

However, it was not easy for Mr. Manuntag to bring KTKB 101.9 to the top of the survey list during the first few years. KTKB was surpassed by KOKU 100.3 and KUAM 93.9 in the list because of a well established identity and a large captured market. KTKB's radio programs and personalities lack ingenuity to stand out and beat the other radio stations.

Until February 2010 when KTKB opened its doors to Eduardo "DJ Doods" Tuason and launched the Radio Breakfast eXtreme (RBX) Program. He hosted the show solo until Josephine "DJ Zoe" Evangelista came on board in 2011. RBX is perhaps the most energetic morning radio program in the region which airs from 6:00 AM to 9:00 AM on weekdays. It delivers positive vibe during the morning rush that surely uplifts the listeners' mood. DJ Doods and DJ Zoe load the airwaves with carefully selected music from yesterday's hits and today's favorites from both the OPM and Crossover play list. It guarantees lively and revitalizing morning for listeners eighteen to sixty years old with a very strong following from the Filipino working class eager to hear the Manila sound. RBX delivers the most significant news on Guam and a blow-by-blow reportage on the most current and notable news from the Philippines. It spices the mornings with health and practical tips for everyday living, comical spiels, good uplifting news, trivia, inspirational thoughts, love advices and tons of live on-air games.

KTKB's goal is to bring a family-friendly and quality radio broadcasting on Guam. Holding the same vision throughout the years, KTKB finally and successfully topped the chart for the 2012's Top of the Mind Radio Station on island as conducted by the Market Research and Development, Inc. (MR&D) Survey. KTKB landed on the number one spot as the most listened to radio station from 6:00 AM to 10:00 AM through the RBX show hosted by DJ Doods and DJ Zoe. KTKB is not only heard on Guam but also in Rota, Tinian, and Saipan; and viewed at www.ktkb.com thru live streaming and at Channel 26.3 on cable.

Indeed, KTKB holds true to its brand as the Filipino Radio Station serving the Filipinos and Filipinos-at-heart alike. Entertaining. Educational. Committed.

As the tag line goes, Megamixx 101.9 FM...forever!

REGULATORY ENVIRONMENT

The Federal Communications Commission (FCC), an independent United States (U.S.) government agency overseen by Congress, enforces regulations of interstate and international communications that are transmitted by broadcast mediums in all parts of the U.S., the District of Columbia, and the U.S. territories. Therefore, all cable, satellite, television, wire, and radio are subject to FCC's regulations. Radio and television are subject to compliance under Title 47 Code of Federal Regulations (CFR) Part 73 ("47 CFR Part 73").

For all radio and television broadcasts, it is a federal offense to air obscene programming at any time. During the hours of 6:00 AM and 10:00 PM, it is a federal offense to air indecent or profane materials or programming. If a station broadcasts obscene, indecent, or profane programming on air, the FCC may revoke the station's license, institute a fine, or issue a warning notice.

MEDIA STUDY

In July 2012, MR&D conducted a Guam Media Study to assess the media's reach and impact on the local consumer market focusing on the media usage of Guam's residents; gauging the popularity of specific television programs, radio stations, magazines, movie theaters, and websites. The survey mode used was Computer Assisted Telephone Interviewing (CATI) using the Guam Telephone Authority's (GTA) public telephone listing. The CATI survey was conducted between July 14 and July 27, 2012. The target population was all Guam residents over the age of eighteen living in traditional households (i.e. apartments, condominiums, and single family dwellings). The study was comprised of 1009 Guam residents aged eighteen and older and they got a random probability sample and yielded a completed interview of 510 residents. The results are accurate to $\pm 3.1\%$ at a 95% confidence level.

According to the 2012 MR&D Survey, it shows a sample characteristic of the respondents taken from their village of residence in the northern, central, and southern part of Guam. The northern villages are Dededo and Yigo, which constitute the most populous residents in the island. The northern central villages are Barrigada, Tamuning Tumon-Harmon, and Mangilao. Meanwhile, the central villages are Agana Heights, Asan-Maina, Chalan Pago-Ordot, Hagatna, Mongmong-Toto-Maite, and Sinajana. The southern villages include Agat, Inarajan, Merizo, Piti, Santa Rita, Talofoto, Umatac, and Yona. The survey shows that no respondents were taken from the village of Hagatna while Dededo at 27% has the largest percentage of respondents for this study.

According to Weekday and Weekend Listenership Survey for Radio, the result shows that 63% of the Guam residents over the age of eighteen listen to the radio during a weekday "drive time" from 6:00 AM to 10:00 AM. While 39% listens on the weekend for the same time. However, the listening time on the weekday dropped to 26% and on the weekend to 24%, respectively, from 6:00 PM to 10:00 PM. Therefore, the peak audience for radio listening occurs between 6:00 AM to 10:00 AM on weekdays according to the 2012 MR&D Survey.

KTKB got the highest listenership frequency at 67 or 13% for the Radio "Top of Mind" Awareness survey result. The Filipino radio station beat the other veteran radio stations on Guam falling below the 10% rating.

Seventeen percent of the respondents listen to KTKB from 6:00 AM to 10:00 AM during the weekdays which landed the Filipino radio station at the number one spot for this category. Therefore, the prime time "driving hours" on KTKB hosted by DJ Doods and DJ Zoe of the RBX Program is the number one listened to morning radio program on the island of Guam based on the 2012 MR&D Survey.

CONCLUSION

Organizational Structure

Any organization, whether profit or not-for-profit, should develop and have two critical components: mission and vision statements. According to Kokemuller (n.d.), organizational mission and vision statements serve as pillars to help entities define, develop, and fulfill their

goals. The importance of a mission statement is the organization's purpose. In other words, the mission statement defines the organization's reason for its existence. On the other hand, the significance of a vision statement serves as the entity's direction in the future. KTKB currently does not have mission and vision statements. As a result, the radio station may continually not be aware of its purpose of existence. KTKB may encounter difficulty in developing and implementing plans which can ultimately hinder the radio station's objectives.

KTKB 101.9's Radio Breakfast eXtreme (RBX) program should develop its own brand. Geller (2012) stated that a brand should be thought of with the following characteristics: promise, personality, look, voice, service, attributes, and memorability. According to Kozak (2014), a brand plays a role on how the audience, clients, and prospects visually perceive the entity. Therefore, RBX should seriously consider what its existing and prospective listeners can expect from its show.

Social Media

For RBX to maintain and interact with its current and potential audience and sponsors, the show should use a variety of social media platforms. Social media offers the following advantages: increased brand awareness and customer loyalty, usage of word-of-mouth advertising, and improved outreach to the audience (DeMers, 2013). At a minimum, RBX should consider using Facebook, Twitter, Google +, and LinkedIn to connect with its existing and prospective audience and sponsors. DeMers (2013) believes that people's view on social media will transform from 'should have' to 'must have' in 2014.

The radio station currently has two Facebook profiles, MEGAMIXX 101.9 KTKB and KTKB 101.9FM Studios. Based on the latest activity feeds, it appears that MEGAMIXX 101.9 KTKB is the radio station's active profile. A way to promote their own radio show, KTKB's disc jockeys use their own personal Facebook page. Rather than solely relying on the station's Facebook page, RBX should establish its own profile. According to Kozlovski (n.d.), a Facebook page is one of the leading ways of promoting a show. Sweet (2010) said that a Facebook page should provide value or relevant information to the show's friends. Facebook users can 'like' RBX's show that will allow information posted on the show's page to be seen by those users and others in their own interconnections. The creation of a Facebook page can allow RBX to create events, upload multimedia, and posts interesting and entertaining matters. The usage of Facebook includes sharing links, addressing inquiries, and others for the purpose of building the show's community. The RBX show could join Facebook groups in order to meet people who share similar interests. RBX can be more valuable in the Facebook community by making and being active with the show's friends. Kozlovski (n.d.) suggested the following when creating a Facebook page for the show:

1. *Incorporate the radio station's logo and the radio show's logo (if applicable).*
2. *Add and tag photos of the radio show's host(s) so that the pictures will appear in your Facebook friends' feeds.*
3. *Use a simple Uniform Resource Locator (URL) for the show's Facebook page.*
4. *Mention the radio show's Facebook page on-air.*

5. *Include the latest information about interviews and events so that the audience is aware when to listen to the show.*
6. *Upload audio and video content to the show's Facebook page.*
7. *Include other social media links to the page.*

Twitter's advantages for social media marketing efforts include: keeping messages short, connecting to influencers, and interacting with other Twitter users ("The advantages of Twitter," 2013). The radio show can search people with similar interests that may be captivated with the show's program. As a result, the show can add those people and add their friends and followers. Sweet (2010) suggested that rather than tweeting self-promotional messages, tweeting should be used to connect with the followers by giving news and opinions that are relevant, intriguing, or hilarious.

Google Plus ("Google+") offers the following benefits: establishment of brand awareness, customization of Google+ page, exposure to local users in the community, promotion of new sales or products, video streaming, and participation in communities to attract new audience (Lawrence, 2013). Google+ Hangouts on Air can be a viable tool for reaching more potential traffic to the show. This type of Google application is a video conference call. Hangouts on Air is public and streamed via YouTube, Google+ profile, and some other website that contains the inputted code (Nathan, 2014). Basically, if RBX uses Google+ Hangouts on Air, DJs Doods and Zoe can discuss the radio program anywhere in the world. There are numerous ways that RBX can promote its Google+ Hangouts on Air. Nathan (2014) suggested the following: share with Google+ profile's circles and communities including the Hangouts on Air groups, create a Facebook event, email targeted contacts about upcoming hangouts, advertise in Facebook, Google, and LinkedIn, create a tweet for followers, and much more.

Finally, RBX's hosts should establish a LinkedIn profile because it is an ideal networking site for professionals. LinkedIn offers the following benefits: connecting with other businesses (B2B) and customers (B2C), generating leads, attracting new talents, and evaluating customer satisfaction (Hughes, 2014). The hosts can connect with others for so many purposes.

By using various social media platforms, RBX can interact with its audience and sponsors. RBX also has great potential in gaining new listeners on a global level.

Other Suggestions

Giger (n.d.) shares the following ways to make a successful radio morning show.

1. *Bring together people that are close friends or could be friends as teammates for the show.*
2. *Have at a minimum three different personalities on the radio show. This approach can allow each host to talk about the same topic from a different perspective.*
3. *Make it a point to listen to air checks from an external viewpoint. This avenue can help determine how the program is doing on a periodic basis. This also allows for new opportunities to develop and at the same time, eliminate items that are no longer working.*
4. *For the last morning show, increase the music percentage by taking shorter breaks and play three songs on a nonstop basis for the last half hour.*
5. *Before changing the morning radio program, think again and avoid making rash modifications.*
6. *Remain to be true to yourself. Be genuine. Be authentic.*

7. *Stick to what works well with the show. Avoid making changes based on the successes of others.*
8. *Aim at making a connection with the radio show's audience.*
9. *As a deejay, establish other skills.*
10. *Make radio as part of your lifestyle and maintain the commitment on a continual basis.*

Prue (2012) shares a technique on how to keep the radio show's listeners. To encourage the audience to tuning to the show, the hosts persistently inform the show's listeners on what is still to come. Prue (2012) says that approach is a worthwhile investment. By producing interest on what will be featured in the upcoming shows, the show can greatly reach its audience and potentially increase its chances on gaining new listeners.

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